



United States  
Environmental Protection  
Agency

Region 10  
1200 Sixth Avenue  
Seattle WA 98101

Not started FY12,  
workplan

Tiffany 1/3/14

- Competitive process ✓
  - Info each 7 consultants
  - Strategic Work Plan - just research }  
all of surveying come in FY11 }  
add'l surveying }  
Outputs vs. deliverables
- Survey in PY10  
July 2012
- Summary memo  
of the Strategic  
Work Plan

- Wednesday or Thursday LARRY

↓ pm only

- PY11 - still spending -
    - survey, messages
    - planned media - paid media ads
    - social media -
    - create content
    - earned media - when someone else is reblogging your info
    - mkt. messaging
    - lead outreach
    - on-line ads
    - radio ads
- wt have come out  
of Strategic WP

PY12

- Conduct survey
- Conduct focus grp
- Update edne. material
- Conduct edne & outreach

Is media  
placent in '11  
working?

APBIS

Filing deadline - up in the air  
Larger scale coalition. Trying to decide.

⑧ How deep wd FOIA request go?

Relationship b/w 2014 ballot initiative

① Sunnquist ran parallel survey b/c of support  
for <sup>2014</sup> ballot initiative (not YEPAT \$)

Yrs. lots of support for ballot initiative

② p.1 - Final o/c will be ballot initiative

↑  
Clarify @ y/larry

## Timeline of Swinomish Public Education and Outreach Project

Ihc 1/2/14

